

**SECTION 1 | MAP POLICY**Minimum Advertised Pricing Policy

Effective January 1, 2024, a Minimum Advertised Price policy on all Further, Inc. ("Further Food") products will be in effect ("MAP Policy").

Further Food has established the MAP policy to help preserve and protect the reputation of Further Food's name, brand, and products. The MAP policy also ensures resellers are incentivized to invest resources into services for Further Food customers.

This MAP policy applies to all resellers, which includes any reseller, distributor, sales representative, or dealer (hereinafter collectively referred to as "resellers")

This MAP policy allows consumers to purchase from resellers based on loyalty and customer experience. All resellers must abide by the following requirements.

1. The Minimum Advertised Price for any Further Food product shall be no less than the current Manufacturer's Suggested Retail Price (MSRP) as published on the Further Food price list. Further Food establishes the Minimum Advertised Price and may be adjusted by Further Food at such time and in the amounts it determines at its sole discretion.
2. Resellers shall not list Further Food products on any third-party website, such as Amazon, Walmart, Overstock, etc., or any others, without prior written consent from Further Food. Selling Further Food products on a reseller website associated directly with its' store(s) is permissible so long as this MAP policy is adhered to.
3. This MAP policy applies to all advertisements of Further Food products in any media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, email newsletters, email solicitations, internet or other electronic media, television, radio, and public signage. This MAP Policy does not apply to in-store advertising displayed only in the store and not distributed to customers.
4. The inclusion in advertising of free or discounted products, with a product covered by this MAP policy, would be contrary to the MAP policy if it discounts the advertised price of the covered product below the Minimum Advertised Price without written authorization from Further Food.
5. Any strike-through or other alteration of the Minimum Advertised Price is prohibited if pricing is displayed anywhere other than a brick-and-mortar retail store without written permission from Further Food.
6. This MAP policy does not establish maximum advertised prices. All resellers may offer Further Food products at any price over the Minimum Advertised Price.
7. The MAP policy does not, in any way, limit the ability of any reseller to advertise that "they have the lowest prices" or they "will meet or beat any competitors' price," that consumers should "call for a price" or phrases of similar meaning as long as the price advertised or listed for the product is not less than the Minimum Advertised Price.
8. Further Food maintains the right to run a quick sale at its discretion. In such a case, the Minimum Advertised Price will be the same as the temporary sale price on those particular items for that specific period.

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9. Suppose a reseller with multiple store locations violates this MAP policy at any one store location or on any associated website. In that case, Further Food will consider this a violation of this MAP policy by the reseller.
  
10. Further Food reserves the right to cancel any pending orders, restrict future orders, or suspend a reseller's account if Further Food reasonably believes:
  - a. a reseller has violated the provisions of the MAP policy or
  - b. a reseller intends to violate the MAP policy.
  
11. Further Food's MAP Policy Administrator is solely responsible for determining whether a violation of the MAP policy has occurred and determining appropriate consequences and sanctions.
  
12. The MAP Policy Administrator has the sole authority to grant waivers to the MAP policy, which a written waiver shall do. If the MAP Policy Administrator authorizes a release to the MAP policy, resellers must strictly adhere to the terms of the written waiver. Deviation from the terms of the written waiver shall be considered a violation of the MAP policy.
  
13. Further Food monitors the advertised prices of resellers, either directly or via third-party agencies or tools. Resellers are expected to cooperate reasonably in any Further Food investigations of possible MAP policy violations. Hindering, obstructing, delaying, or otherwise failing to cooperate with a Further Food MAP policy investigation violates the MAP policy.
  
14. Further Food has the right to enforce the MAP policy at its sole discretion and without prior notice or warning. Resellers do not have any rights or authority to enforce the MAP policy. Violations of the MAP policy may result in any previous sanctions up to and including termination of the business relationship between Further Food and the reseller and any available remedies at law.

Please indicate your understanding of this policy and willingness to abide by its terms and conditions by signing and listing your Company's name on the next page. You are authorized to bind the Company to this policy on behalf of the Company.

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If you agree to abide by this policy, please fill out the requested information, sign it, and email it back to the appropriate parties.

**IMPORTANT:** No shipments will be made to any reseller without completing this form and returning it to Further, Inc.

**SECTION 2 | MAP POLICY AGREEMENT**

Company Name:

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Company Address:

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Phone #:

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Email:

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Website:

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Signature:

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Printed Name:

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Date:

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Product	Style #	Size (oz) / (ct)	MAP Pricing
Unflavored Bovine Collagen - 14 Serve	COL-B-Unf-14-P	9.88	\$25.00
Unflavored Bovine Collagen - 30 Serve	COL-B-Unf-30-P	21.16	\$50.00
Chocolate Bovine Collagen - 14 Serve	COL-B-Choc-14-P	11.36	\$33.00
Chocolate Bovine Collagen - 30 Serve	COL-B-Choc-30-P	24.34	\$55.00
Vanilla Bovine Collagen - 14 Serve	COL-B-Van-14-P	10.37	\$33.00
Vanilla Bovine Collagen - 30 Serve	COL-B-Van-30-P	22.22	\$55.00
Matcha Bovine Collagen - 14 Serve	COL-B-Mat-14-P	10.62	\$33.00
Hazelnut Bovine Collagen - 14 Serve	COL-B-Haz-14-P	9.88	\$33.00
Unflavored Marine Collagen - 14 Serve	COL-M-Unf-14-P	5.93	\$30.00
Chocolate Marine Collagen - 14 Serve	COL-M-Choc-14-P	7.41	\$38.00
Unflavored Gelatin - 45 Serve	GEL-Unf-45-P	16	\$30.00
Unflavored Gelatin - 90 Serve	GEL-Unf-90-P	31.74	\$50.00
SF Turmeric - 30 Serve	SF-Tur-30-P	2.12	\$15.00
SF Turmeric - 90 Serve	SF-Tur-90-P	6.35	\$30.00
SF Matcha - 30 Serve	SF-Mat-30-P	2.65	\$20.00
Ultimate Immune Support Capsules	H-UIS-30-C	120 ct	\$25.00
Elderberry Soothing Syrup	H-Eld-45-L	8	\$20.00
Ashwagandha Capsules	H-Ash-60-C	120 ct	\$20.00
Curcumin Capsules	H-Cur-60-C	60 ct	\$20.00
Unflavored Bovine Collagen Stick Packs - 12ct	COL-B-Unf-12-SP	12 ct	\$25.00
Chocolate Bovine Collagen Stick Packs - 12ct	COL-B-Choc-12-SP	12 ct	\$25.00
Vanilla Bovine Collagen Stick Packs - 12ct	COL-B-Van-12-SP	12 ct	\$25.00

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Legacy Items & Packaging:

Product Description	Style #	MAP Price
Unflavored Bovine Collagen - 28 Serve	COL-B-Unf-28-P	\$24.99
Unflavored Bovine Collagen - 85 Serve	COL-B-Unf-85-P	\$54.99
Unflavored Bovine Collagen - 22 Stick packs	COL-B-Unf-22-SP	\$29.99
Chocolate Bovine Collagen - 28 Serve	COL-B-Choc-28-P	\$29.99
Chocolate Bovine Collagen - 70 Serve	COL-B-Choc-70-P	\$59.99
Chocolate Bovine Collagen - 22 Stick packs	COL-B-Choc-22-SP	\$29.99
Vanilla Bovine Collagen - 28 Serve	COL-B-Van-28-P	\$29.99
Vanilla Bovine Collagen - 70 Serve	COL-B-Van-70-P	\$59.99
Unflavored Marine Collagen - 28 Serve	COL-M-Unf-28-P	\$32.99
Chocolate Marine Collagen - 18 Serve	COL-M-Choc-18-P	\$37.99
Matcha Collagen - 28 serve	COL-B-MAT-28-P	\$29.99
Hazelnut Collagen - 28 serve	COL-B-HAZ-28-P	\$29.99
Unflavored Gelatin - 45 Serve	GEL-Unf-45-P	\$29.99
SF Matcha - 30 Serve	SF-Mat-30-P	\$20.99
SF Turmeric - 30 Serve	SF-Tur-30-P	\$14.99
SF Turmeric - 90 Serve	SF-Tur-90-P	\$32.99
Ultimate Immune Support Capsules- 120 count	H-UIS-30-C	\$24.99
Elderberry Soothing Syrup	H-Eld-45-L	\$14.99
Ashwagandha Capsules - 120 count	H-Ash-60-C	\$21.99
Curcumin Capsules - 60 count	H-Cur-60-C	\$19.99